

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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February 21, 2003

THIS JUST IN!

SERVICE BUREAU EMPLOYS PARASCRIP'T'S TRS


Parascript recently announced its first Total Recognition Services (TRS) contract with a service bureau. After a year's worth of testing, Miami-based **Forms Processing, Inc. (FPI)**, has incorporated Parascript's recognition services into its operation. FPI specializes in health care claims and processes around 2 million records per month.

"Historically, we've done key-from-image data entry," said Evan Matz, VP of FPI. "We've looked at installing forms processing software in the past, but found it very frustrating to work with. It didn't allow us to achieve the accuracy and quality of data that our customers expect."

Parascript is a vendor of recognition technology whose marquee installation is reading the addresses on letter envelopes for the **USPS**. Parascript launched TRS two years ago as an outsourced recognition service. "We capture the documents at our facility, then send them to Parascript," said Matz.

After the images are processed, they are sent back to FPI for quality assurance and corrections. "Parascript's handwriting recognition technology was a big factor in our choice," said Matz. "Also, their ability to work with snippets of forms was important because of the looming HIPAA privacy regulations."

According to Parascript spokesperson Kevin Weiner, FPI is the first of many TRS alliances the company will announce this year. "Parascript tailors its solutions to meet the needs and resources of each client," Weiner told *DIR*. "Our announcements will reflect that."

For more information: **Parascript**, Niwot, CO, PH (303) 381-3114. 

Borrey's Vision Shaped Industry

Entrepreneurial skills helped launch document imaging industry more than 25 years ago.

It's appropriate that one of the legacies Dan Borrey left our industry is a company he co-founded called **VisionShape**. For it was Dan's vision that helped shape the document imaging industry as we know it. Yes, the document imaging industry lost one of its pioneers last month, when Dan succumbed to cancer. He was 57 years old.



Dan Borrey,
industry pioneer.

For the past decade, we knew Dan as the colorful and engaging VP of sales and marketing at VisionShape—a mid-sized scanner and imaging software vendor headquartered in Placentia, CA. And, while VisionShape may not carry the clout of well-known industry giants like **FileNET**, **Kofax**, and **Bell & Howell**, it was Borrey's early work that gave these giants their start. Many people, in fact, credit Dan and his brother Roland with developing the first production imaging application back in the late 1970s.

Roland, who is now employed as the CTO of **Kofax**, tells *DIR* about his and Dan's first foray into document imaging. It occurred while the two were running a computer consulting business, **Correlative Systems, International (CSI)**, in their native Belgium.

"The **European Communities** contracted us to improve its processing of funding requests for farming projects," recalls Roland Borrey. "They felt the process was taking too long, because so many people had to view the request documents. They asked us to come up with a system that would allow several people to access a document at the same time. In 1975, we developed the concept of scanning a page, storing it on a computer, and distributing the image for viewing by different people."

The seeds for the imaging industry were planted. Dan

and Roland used their unique dynamic to help those seeds sprout. "Dan was salesman and a businessman by nature—a real ball of fire," observes Roland Simonis, the director of technology development at **Böwe Bell & Howell Scanners**. (Simonis worked with the Borreys for several years, first joining them at CSI in 1980.) "Roland [Borrey] was the technical guru. Their talents fit together very well."

At the **University of Southern California** in the early 1970s, Dan earned his M.B.A., while Roland earned a Masters in engineering. Upon returning to Belgium, they formed CSI in 1972. "We were creative guys, so we invented a few things before we really settled into document imaging," observes Roland Borrey.

"I characterize Dan as a revolutionary. He has the spirit to go all the way—even beyond what is reasonable—if he is convinced of his idea."

Roland Borrey

Taking Imaging From A Concept To A Prototype

In putting together the prototype for the European Communities' imaging system in 1976, the Borreys creative and inventive abilities were definitely tapped. "Document imaging was a totally new concept," says Roland Borrey. "Originally, we thought of doing it with a video camera and magnetic tape, but that idea quickly disappeared. Eventually, we combined a **Fairchild** CCD with the transport from an **Agfa** microfilm scanner (which was being manufactured by **ALOS** at the time). We also had to create a display that allowed alpha-numeric characters and digital images to be shown at the same time. In addition, we invented image compression and the concepts of data entry from images and storing images in a database."

The scanner used in this prototype eventually evolved into the Copiscan, which was OEMed by the likes of **FileNET** and **3M**, and was eventually acquired by Bell & Howell. Before any of this could happen, however, the Borreys needed funding to feed their seedling business. This came from Belgium's third largest bank—**Credit Communal de Belgique (CCB)**.

"CCB heard about our work with the European Communities and decided it wanted an imaging system of its own," reflects Roland Borrey. "CCB put a few million dollars on the table, so we decided to dedicate our focus to imaging."

In 1979, CCB went live with a system using imaging to process 40,000 forms per day with some 28 terminals. The system featured image processing, form and zone recognition, numerical OCR, and computer assisted key-from-image functionality—all developed by CSI. Proprietary

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DIR is the leading executive report on managing documents for e-business.

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CSI hardware included a high-resolution display system, image buffers and clusters, and a high-resolution line scan camera. Third-party hardware included 300 MB removable magnetic disks from **Ampex** and mini-computers from **General Automation**. The relationship with General Automation eventually led to a meeting with FileNET founder Ted Smith.

Seeding The North American Market

"General Automation, which was headquartered in Orange County, saw our technology and thought it would be a great idea to bring it to the United States," recalls Roland Borrey. "So, they got together a team of venture capitalists, which included Ted Smith. We visited with this team. They approved of our technology, but stipulated that our Belgian company could only act as an OEM supplier. So, FileNET was founded, and we signed an OEM contract for our scanners."

From a conversation with Smith a few years back, we understand that at the time of his meeting with the Borreys, Smith was still deciding in what direction to take recently developed optical disk technology. Document imaging was one of four options. At least partially based on his visit to CSI, document imaging turned out to be the direction he chose.

FileNET was officially founded in 1982 and released its first imaging system in 1984, three years after CSI made its initial visit to the **National Micrographics Association's** annual trade show. "People were wondering what the hell digital images were," recounts Roland Borrey. "I remember people saying that, because electronic images could be manipulated, they would never be valid."

Well, we all know how that argument turned out. The National Micrographics Association has long since changed its name to **AIIM (Association for Information and Image Management)**, and microfilm makes up only a small portion of a show now dominated by digital imaging and document management.

The Belgian Invasion

In the early 1980s, CSI continued to develop both its image capture and storage and retrieval technologies. In 1984, the Borreys launched **Image Peripherals, Inc. (IPI)**, an Acton, MA-based sister to CSI. Its focus was OEM sales in North America. In April 1986, micrographics giant Bell & Howell acquired IPI.

"**IBM** had recently won what was, at the time, the largest imaging contract on the planet—with **USAA Insurance Company**," recalls Roland Borrey. "It

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DAN BORREY'S CAREER:

1972: After earning graduate degrees at the **University of Southern California**, Dan and Roland Borrey found **Correlative Systems, International (CSI)** a computer consulting company.

1975: CSI approached by **European Communities** about creating a system for better managing documents related to funding requests for farm programs.

1976: CSI develops prototype of document imaging system for European Communities.

1976: Belgium's third largest bank—**Credit Communal de Belgique (CCB)**—agrees to fund development of document imaging technology.

1979: Imaging system at CCB goes live processing 40,000 documents per day, leveraging early image and forms processing technology developed by CSI.

1980: FileNET founder Ted Smith visits CSI.

1981: CSI shows digital imaging technology at the **National Micrographics Association** trade show.

1984: **Image Peripherals, Inc. (IPI)** in Acton, MA, launched as a North American sister to CSI.

1986: **Bell & Howell** acquires IPI.

1988: Dan and Roland Borrey, along with Gie de Keyser, found **VisionShape**.

1992: Dan and Roland Borrey granted patent for software for autoclassification of document images.

1994: Roland Borrey joins **Kofax**.

1998: Dan Borrey sets Masters world record in the pole vault—clearing over 15 feet.

2003: Dan Borrey dies at 57.

called for 1,400 scanning stations, and IBM was looking for a scanner supplier. IPI was a small company, and IBM figured, probably correctly, that we would not be able to support that large a contract. So, we sold our scanner group to Bell & Howell, which then signed a deal with IBM."

The Borreys stayed with Bell & Howell for two years. "That was the length of our contract," explains Roland Borrey. "We agreed to help with the product transition and to educate the staff."

According to Simonis, Bell & Howell's corporate environment was in direct conflict with the Borreys' entrepreneurial nature. "The part of Bell & Howell that made the decision to acquire IPI was entrepreneurial," he recounts. "The problem was, the other 90% was not. That was very frustrating for Dan and Roland."

In 1988, Dan and Roland Borrey, along with Gie de Keyser, another Belgian and former IPI employee, founded VisionShape. "At that time, the industry was still in what I call the magic-image stage," recounts Roland Borrey. "People were just happy to transfer an image from a scanner to a screen. We formed VisionShape to promote processing images once

they were scanned. This included functions like deskewing images and applying bar code recognition, forms ID, and zone extraction."

According to de Keyser, VisionShape's original mission was to develop technology similar to that now packaged in the Kofax software line. "Kofax copied a lot from us," sighs de Keyser. "We wanted to automate data capture for indexing and also better facilitate batch scanning. To do that, we leveraged technologies like bar code recognition, OCR, and forms recognition."

Industry analyst Harvey Spencer of **Harvey Spencer Associates**, argues that de Keyser is selling short VisionShape's initial goals. "VisionShape's initial plans were to develop some very advanced autoclassification technology," Spencer tells *DIR*. "It was a very ambitious project and at least 10 years ahead of its time."

In 1992 the Borreys were issued a patent entitled "Document identification by characteristics matching." The patent number is 5,159,667. Leveraging this technology, in 1991, VisionShape installed the first-ever automated invoice processing system at **Caterpillar, Inc.**

"In order to qualify for a particular tax exemption, Caterpillar needed to extract data from more than one million invoices that were archived on microfilm," recalls Roland Borrey. "The **IRS** had told Caterpillar that it wouldn't accept film. Our installation helped Caterpillar earn a \$550 million tax deduction in 1993. That's probably one of the most profitable imaging installations ever."

While VisionShape was breaking new ground, Bell & Howell found itself at a crossroads. "After the Borreys left, in 1988, there was some uncertainty about whether we wanted to continue in the digital scanner business," recalls Simonis. "That lasted for about six months. Then we got back on track and decided to go forward developing the Copiscan II. Roland Borrey had already laid some of the groundwork."

"The Copiscan II involved transitioning to parts and pieces that would best facilitate a U.S. manufacturing operation," recalls Roland Borrey.

Bell & Howell launched the Copiscan II in 1990. It was a huge success, and to date, more than 10,000 units have been shipped. "My main credit is helping to keep the scanner business alive at Bell & Howell and then helping it grow from a few hundred thousand dollars in 1988 to more than \$40 million," sums up Simonis.

Opportunity Knocks, VisionShape Answers

Ironically, the Borreys soon found themselves pulled back into the scanner business at VisionShape. "In the early 1990s, we were approached by **FedEx** about acquiring a large inventory of machines that could be used as scanners," recounts de Keyser. "That acquisition got us back into the scanning market we were trying to get out of when we left Bell & Howell."

The scanning devices were actually the residue of a failed FedEx initiative called ZapMail. "When fax machines were first introduced, FedEx feared they would ruin its overnight delivery business," recounts Harvey Spencer. "ZapMail was created to protect against this."

ZapMail involved FedEx installing high-grade fax machines at all its pick-up and delivery stations, as well as at its high-volume corporate customers. "They planned to charge their customers to send faxes," observes Spencer. "What FedEx didn't foresee was the cost of fax machines falling low

BELL & HOWELL MERGES WITH GERMAN MAILING SPECIALIST

German-based **Böwe Systec AG**, has acquired 50% of **Bell & Howell Company** and merged it with Böwe's North American operations. The combined entity will be known as **Böwe Bell & Howell**. The current owners of Bell & Howell, led by **Glencoe Capital Partners III, L.P.**, retain a 50% stake in the business.

Böwe Systec AG, publicly traded on the German markets, specializes in intelligent automated mailing, plastic card, and cutting solutions. Bell & Howell, which has a large mail and messaging business, is also the parent of Bell & Howell Scanners. Regarding the merger, *DIR* received the following statement from Stephen Myers, the general manager of Böwe Bell & Howell Scanners:

"While the combination of Böwe Systec AG's North American operations with Bell & Howell Company will result in many benefits for the North American mailing industry customers, it will have little, if any, effect on scanner customers.

"Böwe did not have a scanner product line, therefore, while we benefit from the merger by being part of a larger, stronger operating organization, we will continue to run the scanner business' customer operations, product development, distribution, and service and support functions in the same manner we did before the combination."

For more information: **Bell & Howell Scanners**, Lincolnwood, IL, PH (847) 675-7600.

enough that everyone could buy their own. ZapMail was a huge fiasco for FedEx."

When ZapMail crashed, the high-end fax machines were sold part and parcel. "Their memory components went first," recalls Spencer. "Memory was still fairly expensive at the time. Then, somebody bought the laser printer components. What was left was an aut feeder, a transport, and a CCD. The Borreys were smart enough to figure these components could be developed into a scanner."

Spencer recalls these events very well, as he was working for a company called **TDC** at the time. TDC agreed to manufacture and market the scanners. "TDC ran into some financial trouble before eventually being acquired by **BancTec**," recounts Roland Borrey. "TDC suggested that VisionShape sell the scanners. That was a business I really didn't want to get into."

"We had already been there, and with the Japanese manufacturers starting to come out with their scanners, I saw that it was going to be difficult to make any money in hardware. Eventually, the decision to sell scanners caused a rift between Dan and me."

That rift lasted several years, during which time Roland took his job with Kofax. The two brothers eventually made up and were close again at the time of Dan's death.

According to Roland, once Dan got an idea in his head, it was impossible to change his mind. "I characterize Dan as a revolutionary," says Roland. "He has the spirit to go all the way—even beyond what is reasonable if he is convinced of his idea. I used to say he was a samurai and a kamikaze at the same time."

A Pole Vaulter's Legacy

It is this type of fervor that enables pioneers to break new ground. According to de Keyser, Dan continued to lead VisionShape into new markets after Roland left in 1994. "Dan had a lot of ideas of where the future would go," de Keyser says. "That helped us stay ahead of the market."


VisionShape's *TiFFSurfer* image viewing product is a byproduct of Dan's vision. "When the Internet first came out, Dan had a vision that people would want to process document images using their Web browsers," says Roland Borrey. "So, VisionShape developed a TIFF viewer to run on browsers."

In fact, it was in regards to the *TiFFSurfer* line that *DIR* last spoke with Dan Borrey. That was in August 2001; Dan was incensed that **Microsoft** had

disabled **Netscape**-style plug-ins in its latest version of *Internet Explorer* without telling ISVs. In characteristic style, Dan was not afraid to let us know his true feelings about Microsoft's treatment of its partners [see *DIR* 9/7/01].

Yes, taking on Microsoft is a tall order, but then again, Dan was never scared of big challenges. Perhaps, this is best illustrated by his choice of hobbies. At more than 50 years of age, in 1998, Dan set a World Masters record in the pole vault by clearing a height of over 15 feet. A few years later, he set an indoor record in the over-55 age category.

Yes, every industry needs its pole vaulters. We need someone to reach for new heights. Someone to set the bar a little higher and show us it can be cleared. Before Dan Borrey's career, there was no production document imaging industry. Had his initial forays in this area failed, who knows where we'd be today. But, they didn't. Dan's vision for the future was complemented with a driving will to succeed. This combination made Dan a successful entrepreneur and helped launch an industry that earns many of us our livelihood today. Dan, thanks for everything.

For more information: **VisionShape** Placentia, CA, PH (714) 792-3612; **Kofax**, Irvine, CA, PH (949) 727-1733; **Böwe Bell & Howell Scanners**, Lincolnwood, IL, PH (847) 675-7600. 

J&B Adding Forms Technology To Remittance Platform

No sooner had the ink dried on our article discussing the potential convergence of the check and document imaging markets, than **J&B Software** announced it had licensed Mitek's *Doctus* forms processing application. With some 165 customers, J&B is a leading vendor of remittance processing systems. J&B has used Mitek's character recognition technology for several years. It will now resell an OEM version of *Doctus*.

"Our software platform was not developed specifically for remittance processing," Raghu Parthasarathy, VP of IT services at J&B, told *DIR*. "We designed it so it can leverage a single database to capture data from any type of transaction document. These could be remittance documents, checks, full-page documents, even electronic documents."

Columbia House Installation Spurs Deal

The OEM agreement was signed on the heels of a J&B installation of *Doctus* at music and video marketing giant **Columbia House**. At Columbia

House, *Doctus* is being used to process 70,000 new member applications daily. In addition, J&B is processing 100,000 deposits and 200,000 order cards daily.

The deposits and order cards are traditional remittance-type items. "We won the deal because of our ability to process remittance and full-page documents on the same platform," explained Craig English, a senior account executive for J&B. "It was really a three-part implementation. The first two parts were pretty straightforward remittance applications. We used those to build our infrastructure."

Russ Hertzberg, the GM of Mitek's document processing business unit, told *DIR* that his company was especially proud of *Doctus*' performance at Columbia House. "We were able to get tremendous throughput and performance without having to upgrade the database server," he said. "And believe me, that was not an easy feat."

Each member application form contains up to 20 fields of data that need to be captured. The system features 70 validation workstations to verify the information. According to Hertzberg, this is exactly the type of challenging application where *Doctus* thrives.

"We don't want to compete for installations processing 2,000 to 3,000 forms per day," Hertzberg told *DIR*. "In addition to high volume, we also look for complex installations that can benefit from our internally developed image processing and recognition technology. So, we might look for applications that involve a lot of faxed documents, or applications in which fine tuning our recognition engine improves results. Most forms processing vendors license other vendors' recognition engines, so they don't have as much flexibility as we do."

Mitek Increases Forms Focus

Hertzberg said that during the upcoming year, Mitek plans to put more marketing focus on its document processing technology. Late last year, the company introduced an image capture and repository system as a sister to its check archiving system [see *DIR* 12/20/02]. "Since 2000, we've been more focused on the check imaging side of our business," Hertzberg told *DIR*. "We now are reigniting our efforts in data capture and forms processing."

The J&B deal is the third major OEM agreement for *Doctus* that *DIR* has covered, but the only active one. Previously, Mitek also announced deals with **BancTec** and **ActionPoint**. The BancTec deal didn't work out for a variety of reasons [see *DIR* 7/7/00], and the ActionPoint deal essentially became moot when ActionPoint merged with **Captiva** last year [see *DIR* 3/22/02]. "The *Doctus* licenses that ActionPoint bought have long since been paid for," said Hertzberg. "Although our toolkits are used in Captiva's products, I don't believe *Doctus* is in their future product plans."

In contrast, J&B has plenty of plans for *Doctus*. In addition to Columbia House, the company is already leveraging *Doctus* in some state tax processing applications. J&B also plans to leverage Mitek's *DynaFind* unstructured forms processing technology for wholesale lockbox and invoice processing applications. "We finally reached the point where we decided we needed our own forms processing solution," Parthasarathy told *DIR*. "We plan to increase the breadth of our *TMS Image* brand data capture platform using the *Doctus* technology."

According to Parthasarathy, it's time to take a new look at image and data capture methods. "As the article in last month's *DIR* stated, all these capture technologies and markets are converging," he said.


MITEK EXPLORING HEALTH CARE CLAIMS MARKET

In addition to its OEM channel, **Mitek** markets *Doctus* directly and through high-end integrators. Mitek is currently working with well-known health care document imaging specialist **SunGard Workflow Solutions** (formerly **MACESS**). "We've combined *Doctus* with some of MACESS' host integration technology in a health care claims processing application," said Russ Hertzberg, the GM of Mitek's document processing business unit. "We are currently achieving what we think are the highest read rates ever for a UB92 forms."

Although Hertzberg could not reveal the name of the customer, he did provide us with the following end-user quote: "After four months of hard work and in-depth testing, Mitek's UB solution has moved into production. We are capturing over 20 fields 92% of the time. Of those fields, Mitek is correct 95% of the time..... This is a huge achievement and beyond industry standards."

Hertzberg is looking forward to shopping that solution to the rest of MACESS' install base. Mitek is also considering going directly to some very large health care claims processing organizations and offering a solution for exception processing. "We think we can leverage our *DynaFind* technology to help automate exception processing," Hertzberg told *DIR*. "We won't ask them to tear out their existing claims processing systems, which deal with several million forms daily. However, we think we can help them set up an effective second-tier system to better manage the 200,000 exceptions that they can't read with the primary system."

"From an end-user perspective, it's much simpler to manage the output and maintenance of one capture platform for all documents, than three separate ones."

For more information: **J&B Software**, Blue Bell, PA, PH (215) 641-1500; **Mitek Systems**, Poway, CA, PH (858) 513-4600. 

Scanner Sales Drive Revenue Increase


Captiva released its fourth quarter and year-end results for 2002 earlier this month. As was pre-reported, the company increased revenue to more than \$48 million. There was one disappointing aspect to these numbers, however. That was that Captiva reported some \$2 million in scanner sales for the year, including close to \$1.3 million in the fourth quarter. When you take out these scanner sales, Captiva's annual revenue was essentially flat when compared to the 2001 revenue of the combined Captiva and **ActionPoint** businesses.

So, was Captiva pushing scanner sales in the fourth quarter just to make it look like its annual revenue jumped? On a conference call discussing the results, President and CEO Reynolds Bish indicated that the hardware sales were not a fluke, and said we will see more of them in 2003. He also sent *DIR* the following message via e-mail:

"Note that we only [sell scanners] as part of an overall solution sale (i.e., along with our software, professional services and maintenance - not on a standalone basis). This has been driven by customer preferences and requests as much as a strategic initiative to grow revenues. [Selling scanners] lets us provide more of a complete solution and one stop shop than most competitors can offer. [This] differentiates our solutions, with little or no additional selling effort as [scanners] get "dragged" along with the sale. We are typically able to drop 15% of the related revenues to the pre-tax earnings line, so it hurts our gross margin percentage but not our pre-tax margin percentage. I view this as a sign of strength in our business and of little concern unless [scanner sales] become too high a percent of revenues. The financial analysts I've talked to tend to share this view."

Hmmm... I guess scanner sales shouldn't be that unusual for a company that generates 71% of its income through direct sales. The only question we have is why, in 2001, did the company sell less than \$700,000 worth of scanners with comparable service and software numbers? I suppose strategies change.

Including the scanner sales and their 15% margins, Captiva did do an admirable job improving its bottom line in 2002. Reducing operating expenses by some \$2.5 million, mainly in SG&A, Captiva turned a \$1.5 million loss into a \$1.5 million net income. And, according to the conference call, there is still some streamlining to do. So far [fingers crossed], it looks like this merger is succeeding.

For more information: **Captiva Software**, San Diego, PH (858) 320-1000. 

Visioneer Makes Play For LaserFiche Channel

Visioneer continues its efforts to swim upstream. The scanner vendor, best known for its retail products, recently announced a bundling agreement with document imaging software vendor **LaserFiche**. The partnership was introduced at LaserFiche's annual reseller conference, held this year in Mazatlan, Mexico.


Visioneer will be offering a light version of LaserFiche's imaging and document management system with its 9450 and 9650 model scanners. The 9450 is rated at 8 ppm and the 9650 at 12 ppm in a 200 dpi bi-tonal mode. Both models are being marketed to VARs as an entry-level production option. With the LaserFiche package, the 9450 lists for \$699 and the 9650 for \$999.

LaserFiche boasts more than 1,000 resellers of its software. "For us, this is a great way to seed the market," Chris Wacker, LaserFiche's SVP of sales and marketing, told *DIR*. "It gives our resellers a low-priced way to establish relationships with small-to medium-sized businesses and departments. We hope these businesses eventually upgrade to the full, networked version of our software."

In the past, LaserFiche has had similar bundling deals with both **Fujitsu** and **Ricoh**. Wacker estimated the historical end-user upgrade rate at approximately 30%.

In addition to the LaserFiche bundling, Visioneer offers 9000 series packages that include **ScanSoft's PaperPort** software, PDF creation software, as well as ISIS drivers. A version of the 9650 is also certified to work with **Kofax's VRS** software. "Our plan is to provide several different software bundles with our hardware to meet the needs of any size business," Visioneer spokesperson Danielle Cook told *DIR*. "Some small, paper-intensive offices only need a simple document management system. For them, *PaperPort* works great."

"However, we also want to be a cost-effective solution for larger corporate environments and offer decentralized scanning solutions. These customers will most likely need LaserFiche—or already use it."

For more information: **LaserFiche**, Long Beach, CA, PH (562) 988-1688; **Visioneer**, Pleasanton, CA, PH (925) 251-6350. 

eCopy Integrates With Two Legal Applications

eCopy, which specializes in developing image capture technology for digital copiers, recently announced a pair of "connectors" to leading software programs in the legal market. eCopy is now offering a module for scanning directly into **iManage's WorkSite** document management repository and a module for integrating with **Promatek's Copitrak** cost-recovery product line. Both announcements were made at the recent **LegalTech** show in New York City. The modules are available from authorized **Canon** eCopy resellers for \$2,995.

eCopy, which recently received \$15.8 million in funding from **Canon U.S.A.** [see *DIR* 12/20/02], runs its capture platform almost exclusively on Canon's ImageRunner line. The eCopy platform is sold by Canon dealers.


eCopy has grown its annual revenue to approximately \$20 million by focusing mainly on selling scan-to-e-mail as a fax replacement. However, over the last year, the company has increased its focus on creating connectors to leading

document repositories and other applications. Last year, eCopy announced integration with the **IBM/Lotus Domino.doc** repository. **IKON** has also revealed plans to connect the eCopy platform with document repositories developed by **Westbrook Technologies** [see *DIR* 11/15/02].

"Our intent is to have a catalog of eCopy connected solutions," Dana Mitchell, VP of corporate development at eCopy, told *DIR*. "Some will be developed internally, and some by partners."

eCopy also has a partnership with **Equitrac**, whose products compete directly with the Copitrak products [see *DIR* 9/20/02]. "The Equitrac agreement did not involve a direct integration between the two product lines," explained Mitchell. "There was no direct communication between the systems. It was more of a mirroring arrangement. In the Equitrac set up, users track their scanning with our software and then download the information into the cost recovery system."

Both the Equitrac and Copitrak products help law firms bill clients for copies that are made of case files. As copying is being replaced by scanning in digitally savvy law firms, many are seeking a way to bill for scanning. "With the Copitrak connector module, scans are tracked the same as copies," said Mitchell. "Once the users log in, they just scan like they normally would, and the scanning data is automatically logged by the Copitrak system. It's really the second phase of what we introduced with the Equitrac integration."

For more information: **eCopy**, Nashua, NH, PH (603) 881-4450. 

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